

PARTNERS

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In This Issue:

*Welcome to
Howard County
Tourism first E-
newsletter*

*Countdown to
Tourism's 2005
23rd Annual
Fundraiser*

*Tourism's New
Website*

*Partner in the
Spotlight*

*Howard County
Tourism "In the
News" &
End Notes*



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Welcome to Howard County Tourism's First Online Newsletter

Dear Valued Howard County Tourism Partners,

We are pleased to share with you the first edition of *Partners*, a quarterly e-newsletter produced by Howard County Tourism to help us better communicate with our members, tourism affiliates, potential members, and the media.

It is packed with information about the work we do, our membership and the tourism industry. Use this newsletter as your first source for news and information about the tourism industry in Howard County.

This issue is hard copy however other copies will be electronic. We will contact you to insure we have your current e-mail address. Look for the next issue this summer. Enjoy the first *Partners* e-newsletter.

Thank you for your partnership,
Rachelina Bonacci, Howard County Tourism Executive Director



Rachelina Bonacci, Howard County Tourism Executive Director at Howard County Fair.

Howard County Tourism Aims to Raise \$30,000 at Annual Fundraiser

by Nicole Germain

Plans for the 2005 Howard County Tourism's 23rd Annual Fundraiser is underway. The event is Tourism's biggest fundraiser of the year. "Our goal is to raise at least \$30,000 to augment our operation expenses and to celebrate the best of Howard County through the silent auction items and delicious food and beverages donated by our members and friends of Tourism," said Rachelina Bonacci, Howard County Tourism Executive Director.



Belmont Conference Center

"The event committee has put together an incredibly elegant affair in an effort to make this the most FUN and financially successful fundraiser ever," continued Bonacci. "Think Tavern On the Green in NYC with lighted tents, topiary center pieces, wicker picnic baskets, and flowers everywhere."

The event committee is still looking for silent auction items for the fundraiser. Most specifically they need spa and golf packages, food, wine, gift certificates from restaurants, items for the cook, airline tickets. In the past successful items have been tickets to sporting events and weekend escapes. That doesn't mean there's not something else out there that will be a big hit.

The fundraiser will be held at Belmont Conference Center in Elkridge, MD on June 8, 2005 at 6pm. Tickets are on sale at the Howard County Tourism office for \$45 and at the door for \$55. Call 410-313-1900 for more information.

Nicole Germain is the Sales and Marketing Manager for Howard County Tourism.

HOWARD COUNTY TOURISM LAUNCHES REDESIGNED WEBSITE TO BETTER SERVE VISITORS

Howard County Tourism's Mission

The mission of Howard County Tourism is to develop, increase and promote tourism in Howard County by featuring the county's unique sites, services, products and people.

Howard County Tourism partnered with G.1440 Technology Consulting Group, a local website management company, to redesign it's www.visithowardcounty.com website.

Established in 1998, G.1440 Technology Consulting Group has worked with over 600 companies delivering a variety of web solutions—a majority being small to medium size companies.

This is the first redesign that the website has undergone since the site debuted in 2001. "The new site is easy-to-use, convenient, resourceful, and efficient," said Deborah Ing, Assistant Director of Howard County

Tourism. "The site links to partners and other tourism resources which helps cement our reputation as the marketing arm for our members."



New features of visithowardcounty.com include: Calendar of Events, Cool Road Trips, Virtual Tours of Howard County, Howard County History, Fun Facts & Trivia. The site also has a For Kids and For Events Planners sections, Membership Information, The Press Room, Get

Directions and Moving to Howard County.

Ing encourages visitors and residents to browse the website and come to Howard County to shop, eat and stay.

HOWARD COUNTY TOURISM CHERRY TREE PROJECT

The Cherry Tree Project was launched in September 2004, with an announcement by County Executive James N. Robey at Howard County Tourism's 23rd Annual Meeting. The project was initiated with the planting of twenty "Founders" trees in Centennial Park in November 2004. The goal of the project is to enhance the existing attractiveness of Howard County with the countywide planting of Kwanzan Cherry Trees and to give back to the community by donating a portion of the proceeds to a local charity. Howard County Tourism will have trees for sale at its 23rd Annual Fundraiser on June 8, 2005 at Belmont Conference Center.

Call 410-313-1900 for more information.



FROM LEFT TO RIGHT: Victor Broccolino, President/ CEO Howard County General Hospital, Tina Broccolino, William Munn, Chair, HCGH Board of Trustees, Debbie Daskaloff, former executive director, Howard Hospital Foundation, Peter Mangione, General Manager Turf Valley Resort/President of Board of Directors of Howard County Tourism, James N. Robey, Howard County Executive, Rachelina Bonacci, Executive Director, Howard County Tourism at the planting of the first twenty "Founders" trees at Centennial Park in Ellicott City.

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Partners is a quarterly e-newsletter produced by Howard County Tourism, Inc. We are a membership based, non-profit organization. The mission of Howard County Tourism is to develop, increase and promote tourism in Howard County by featuring the county's unique sites, services, products and people.

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Assistant Director: Deborah Ing
Sales & Marketing Manager: Nicole Germain
Visitor's Information Center Manager: Edward Lilley



Meet the Howard County Tourism Team

Rachelina Bonacci is Howard County Tourism's executive director. As the executive director Rachelina drafts the strategic plan for the organization and manages all of Tourism's media relations and ad placement. As the primary contact for governmental affairs, she applies for grants from the county and state as well as testifies as requested by elected officials on tourism topics.



Nicole Germain joined Howard County Tourism in September 2004, as the sales and marketing manager. Nicole is responsible for bringing in new members to Tourism, as well as bringing in revenue through existing members. Nicole is also responsible for handling the marketing efforts for Howard County Tourism.



Deborah Ing is Assistant Director for Howard County Tourism. She handles the invoicing and billing, as well as other basic office functions. She has been employed by Howard County Tourism for a total of almost 5 years and worked before as Manager of the Visitor Information Center and then, Group Tour Marketing Manager.



Edward Lilley has worked with Howard County Tourism on a part time basis since January 2004. Ed became a full time employee in October 2004. He is the Visitor Center manager, and is responsible for staffing the center, keeping informational brochures well stocked and posting notices of events and ongoing programs for partners.



Photos by Kenneth Losurdo Jr.

PARTNER IN THE "SPOTLIGHT"

Putting the Urban back into Suburban

By Raechel Hester

Tucked away in the hills of Historic Ellicott City amongst the numerous antique stores, cafes, and boutiques is one of Howard County's best-kept secrets; "What's In Store." If you are one of the unfortunate visitors who have passed by this eclectic and hip design store on your way into Historic Ellicott City, without stopping in, let me tell you about what you've been missing!

Walking into What's In Store is like being transported from Howard County into the fabulous shops in SoHo, New York. As you enter the decorative doorway, the sounds of trans global beats and the sweet smelling aroma of Archipelago botanical candles greet you. It is immediately evident that this store, with it's hanging Buddhas, and intriguing mix of primitive, French country

and high tech modern designs, is not your typical interior design store.

To the untrained eye, What's In Store's unique combinations of accessories, artwork, and home furnishings from all over the world may seem chaotic, however, each piece is carefully chosen and creatively placed. Chester Overlock, owner of What's In Store, believes that a person's furniture and home design should be a reflection of who they are, instead of the furniture store they happen to shop at. To ensure that his customers' diverse needs and personalities can be reflected in their homes, Chester offers a variety of home furnishings, and accessories.



Chester Overlock, owner of What's In Store and his dog Max.

To learn more about What's In Store visit www.whatinstoreinc.com or call 410-750-2468.

Raechel Hester is an Intern with Howard County Tourism.

Welcome Our New Partners

Friends of the Whipp's Cemetery & Memorial Gardens, Inc.

Main Street Oriental Rugs

Courtyard by Marriott - Columbia

B&O Railroad Museum - Baltimore

Baltimore/Washington Chamber of Commerce

Whistle Stop

Howard Bank

CALENDAR OF EVENTS

**March 24 - April
14, 2005**

"MISS USA" in
Howard County

May 1, 2005

May Fantastic
Flower Festival
at the Mall in
Columbia, Historic
Ellicott City and
Savage Mill

June 8, 2005

Howard County
23rd Annual
Fundraiser

Howard County Tourism "In The News" & End Notes

Howard County Tourism's Cherry Tree project was featured in the *Daily Record* on February 25, 2005

Rachelina Bonacci, Howard County Tourism Executive Director and Amanda Hof, Specialist for Howard County Tourism were interviewed by Baltimore Magazine for an article that appeared in the February issue on famous architect Frank Gehry and his contribution to Columbia. The article also mentioned Tourism's new Frank Owen Gehry Extraordinary Architect brochure.

Bonacci was also interviewed about the economic advantages Merriweather Post Pavilion held for Howard County in an article for the December issue of the *Business Monthly*.

An article on Howard County Tourism's efforts to bring visitors to the county was published in the *Baltimore Sun* on December 30, 2005.



Howard County will be home to the 2005 Miss USA contestants, Thursday, March 24 – April 14, 2005. During the three-week pageant period, thousands of friends, family members and fans are expected to visit Howard County. Millions will tune-in to watch the live telecast, providing substantial exposure

for the county and state. The contestants are staying at the Sheraton Columbia. The competition will be broadcast live from Baltimore on NBC on April 11, 2005.



The Howard County Tourism team will be working special events inside and outside the county with our new red tent. The team will be directing attendees to places to stay, shop, and eat in the county.

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